

## Message Text

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ACTION EUR-12

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R 111625Z MAR 76  
FM AMEMBASSY LISBON  
TO SECSTATE WASHDC 6320  
USDOC WASHDC

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USDOC PASS ALSO TO U.S. TRAVEL SERVICE

E.O. 11652: N/A  
TAGS: BEXP, PO  
SUBJ: USG PARTICIPATION IN 17TH ANNUAL LISBON  
INTERNATIONAL FAIR

REF: FERRER/TURNER TELCON FO FEBRUARY 2

SUMMARY: 17TH ANNUAL LISBON INTERNATIONAL FAIR WILL BE HELD IN JUNE. EMBASSY CONSIDERS USG PARTICIPATION OF GREAT IMPORTANCE, BOTH POLITICALLY AND COMMERCIALY. 25-30 U.S. FIRMS HAVE AGREED TO EXHIBIT PRODUCTS IN USG EXHIBITION OF 80 SQUARE METERS. WHILE FIRMS WILL COVER MAJOR COST OF EXHIBITION, EMBASSY REQUESTS \$600 FROM USDOC FOR PART-TIME HELP, REPRESENTATION AND INCIDENTALS. ALSO REQUEST SMALL FAVORS, BASED ON BICENTENNIAL THEME, TO GIVE TO VISITORS. END SUMMARY.

1. 17TH ANNUAL LISBON INTERNATIONAL FAIR (FIL) WILL BE HELD AT LISBON FAIRGROUNDS JUNE 11-22. APPROXIMATELY 20 COUNTRIES WILL PARTICIPATE OFFICIALLY, INCLUDING MOST WESTERN AND EASTERN EUROPEAN COUNTRIES. U.K., ITALY, GDR AND CZECHOSLOVAKIA WILL HAVE EXHIBITS OF OVER 500 SQUARE METERS WITH LATTER'S EXHIBIT APPROACHING 1000 SQUARE METERS. AS IT WAS IN 1975, FIL WILL BE CENTER OF EVERYONE'S ATTENTION DURING JUNE.

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2. EMBASSY CONSIDERS USG PARTICIPATION IN FIL TO BE OF

GREAT IMPORTANCE, BOTH POLITICALLY AND COMMERCIALY. IMPORTANCE ACCENTUATED IN THIS BICENTENNIAL YEAR. THE COMMUNIST COUNTRIES WILL USE FIL AS POLITICAL PROPAGANDA PLATFORM AS WELL AS VEHICLE TO SELL GOODS AND SERVICES. DURING 1975 SEVERAL COUNTRIES SENT HIGH-LEVEL ECONOMIC DELEGATIONS TO PORTUGAL TO ATTEND FAIR. ABSENCE OF ANY OFFICIAL USG PARTICIPATION WILL BE NOTICED AND COMMENTED UPON AS INEVITABLE COMPARISONS BETWEEN COUNTRIES ARE MADE.

3. GIVEN IMPORTANCE OF USG PARTICIPATION, EMBASSY CAN-  
VASED U.S. FIRMS IN PORTUGAL ABOUT POSSIBILITY OF MOUNTING  
U.S. EXHIBITION. RESPONSE WAS EXTREMELY POSITIVE -- 25-30  
FIRMS AND ORGANIZATIONS AGREED TO EXHIBIT THEIR PRODUCTS  
OR SERVICES. AMONG BEST-KNOWN FIRMS ARE FORD, GENERAL  
MOTORS, GENERAL ELECTRIC, COLGATE, HOOVER, INGERSOLL-RAND,  
KODAK, UPJOHN, MOBIL, FONSECA (LANCERS WINE), 3M, CATER-  
PILLAR, DODGE CORK, AMERICAN CHAMBER OF COMMERCE IN  
PORTUGAL, ETC. (NOTE: PANAM, TWA, ESSO AND TWO OTHERS  
ARE STILL STUDYING PROPOSAL.) MASSIVE POSITIVE RESPONSE  
ENABLED EMBASSY TO LEASE 80 SQUARE METERS OF FLOOR SPACE  
IN PAVILION JUST OFF MAIN ENTRANCE TO FAIR. LEASED AREA  
MAY HAVE TO BE INCREASED AS EMBASSY CONTINUES TO RECEIVE  
REQUESTS BY U.S. FIRMS FOR MORE SPACE. IN ADDITION TO  
EXHIBITING FIRMS' PRODUCTS, U.S. EXHIBITION WILL PROMOTE  
BICENTENNIAL, CONCENTRATING ON U.S. DEMOCRATIC INSTITU-  
TIONS, AND WILL ATTEMPT POINT OUT POSITIVE CONTRIBUTIONS  
OF U.S. FIRMS TO PORTUGUESE ECONOMY. ALSO, U.S.  
PARTICIPATION WILL INCLUDE:  
-- A SPECIAL U.S. DAY AT THE FAIR;  
-- USG COCKTAIL RECEPTION FOR LEADING GOP AND PRIVATE SEC-  
TOR ECONOMIC AND BUSINESS LEADERS AND CONTACTS;  
-- USE OF AUDITORIUM FOR FILMS.

4. U.S. FIRMS HAVE AGREED PAY FOR COST OF SPACE AND FOR  
COSTS OF CONSTRUCTION OF EXHIBIT. THIS COULD RUN AS HIGH  
AS \$6500. FIRMS WILL PROVIDE GRAPHIC MATERIALS AND  
BROCHURES FOR THEIR OWN DISPLAY AS WELL AS PERSONNEL IN  
CASE OF LARGE DISPLAYS. EMBASSY WILL PROVIDE PERSONNEL  
TO MAN THE EXHIBIT, THE GENERAL PUBLICITY, AND OVERALL  
COORDINATION.

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5. EMBASSY REQUESTS \$600 FROM USDOC TO HELP DEFRAY COSTS  
FOR PART-TIME HELP, REPRESENTATION AT THE FAIR ON U.S.  
DAY, THE PRINTING OF THE GENERAL CATALOG, AND OTHER INCI-  
DENTALS SUCH AS PHOTOGRAPHS, TELEPHONE, INVITATIONS, ETC.  
ALSO, EMBASSY REQUESTS FROM USTS, OR BICENTENNIAL  
COMMISSION, OR OTHER SOURCE, SMALL FAVORS, ESPECIALLY  
THOSE WITH BICENTENNIAL THEME, TO BE GIVEN TO VISITORS.

POSTERS, PICTURES, MAPS, MINIATURE FLAGS, PENCILS OR  
SIMILAR ITEMS WOULD BE ADEQUATE.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Draft Date:** 11 MAR 1976  
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**Disposition Action:** RELEASED  
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**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
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